



Helping Individual and Organizations Become and Remain Vital



General Services Administration

Authorized Federal Supply Schedule

Contract Number GS-10F-0220R

Professional Services Schedule

1855 Kings Place, Suite 1
Crofton, MD 21114
Office: (410) 451-2366
www.findinsight.com

874-1, 874-1RC

874-4, 874-4RC

874-7, 874-7RC

Small Business

Contract Period: 02 March 2015 through 01 March 2020

“...Helping Organizations Build More Effective Accountability”



Insight Management Consulting is a highly regarded professional training and consulting firm that specializes in helping its clients' achieve success through increased accountability.

Our trainers and consultants are experts in their field having provided their programs worldwide to many audiences.

We offer the following services under the Professional Services Schedule:

Integrated Consulting Service

874-1
874-1RC

Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships

874-4
874-4RC

Integrated Business Program Support Services

874-7
874-7RC

SIN 874-1 Integrated Consulting Services

All leaders face the challenge of developing a compelling vision for their organization while creating an environment where employees are empowered to act, and then be held accountable, for their actions. Our methodology of assessment consulting before prescription is a major offering to assist our clients reach organizational excellence.

Included within these intervention levels are some specific Consulting Functions:

1. **Strategic Planning** - It is essential to spawn the direction for an organization and map out goals that will enhance its performance and accountability. Strategic Planning can consist simply of reviewing and developing short-and long-term goals, to more complex issues of creating a vision, mission and values for the organization.
2. **Organizational Assessment** - Many organizations struggle in achieving their goals. Often times it takes an outsider to look at the organization and examine its structure, procedures, policies, leadership and communication practices.
3. **Change Management and Readiness** - A significant need in most organizations is the ability to change, accept change and be prepared for change.
4. **Individual and Team Coaching** - Not forgetting the individual's role within an organization, we also focus on helping the individual overcome his/her weaknesses while capitalizing on his/her strengths.

Our interventions are targeted at the individual level and/or the organizational level. Below is a table outlining our three intervention levels.

Level	Intervention Type	Objective	Critical Success Factors	Benefits
1	Individual Development	Self-directed learning	1. Skilled certified facilitator	Self-motivated learners will gain powerful new skills. When participants are taught high-leveraged skills that increase their abilities to influence others - and thus resolve many of the problems they face every day - they willingly implement the skills once they return to work, thus enhancing their effectiveness.
2	Professional Development	Measurable improvement in all skill areas by a majority of participants	1. Pre/post 360° profile and self-evaluation 2. Spaced learning - minimum of four lessons over two months 3. Contract cards - completed and	By enhancing self-awareness and increasing both skill mastery and motivation, a majority of participants will make measurable progress. Even though entering the process with significant blind spots will gain mastery in areas

Level	Intervention Type	Objective	Critical Success Factors	Benefits
			<p>reported at each session</p> <p>4. Coaching - one contact between each session</p> <p>5. Recognition reward program for completion of key activities</p>	that were previously significant career impediments. With space learning and enhanced recognition, participants eagerly gain far greater mastery of the skills - greatly increasing their value to the company.
3	Organizational Development	Significant improvement in business outcomes such as productivity, quality, cycle time, costs, turnover, etc.	<p>1. Assessment to identify the most strategic critical behaviors.</p> <p>2. Process for measuring behavior change and organizational performance improvement</p> <p>3. Organizational improvement goal</p>	By identifying the specific conversations and confrontations that directly link to an organization's current problems, this advanced intervention technique not only enhances skills, but greatly improves the organization's key performance indicators. Since both behavior changes and performance indicators are measured, you can actually measure the intervention's ROI. Crucial skills become a sustainable competitive advantage that drives continuous improvement in every measure of performance.

Facilitation

The senior leaders at Insight Management Consulting have over 40 years of combined experience in meeting facilitation. These services include both Meeting Design and Meeting Facilitation.

Meeting Design is the deliberate act of planning and preparing for meetings ahead of time, which follows a process and includes certain key elements. **Meeting Facilitation** is the conscious act of guiding the meeting process so that it stays on course, to make sure everyone participates and to reach the agreed-upon meeting goals.

To have successful meetings we can use common meeting tools and techniques to keep our conversations on track, make sure everyone has a chance to speak and clarify how decisions will be made.

By designing and facilitating our meetings more deliberately and systematically, we can achieve better thinking, more robust solutions to problems and greater support for decisions. Moreover, we can begin to create the type of meetings (and in turn the type of organizations) that reflect the basic human values of mutual understanding, full participation in decisions and support for each other's efforts and aspirations.

A basic tenet of meeting design and facilitation is the idea that meeting process is distinct from the content of the meeting. **Content** is **what** gets talked about and decided. **Process** is **how** the discussion happens and **how** decisions are made. It's important to pay attention to both.

We can assign different roles in a meeting to help ensure the effectiveness of our meeting process. Having a designated facilitator responsible for managing the meeting process and a recorder who takes notes frees the rest of the meeting participants to focus on the content.

Surveys & Assessments

Insight Management Consulting is actively engaged in designing and analyzing surveys across many industry types using many different types of surveys. We are equipped to offer web-based surveys, paper surveys and scan-able surveys. Our surveys fall into 5 broad categories:

1. **Employee Job and Worksite Satisfaction** where we measure the job satisfaction at the individual level and within a greater/larger organization.
2. **Customer Satisfaction** (external and internal)
3. **Culture Surveys** – looking at the culture of the organization
Change Readiness – measures seven aspects of the organization. Concepts such as structure, operating procedures, people, facilities, methods and operating procedures need to be changed.
4. **Leadership 360 Assessments** where we benchmark the leader's perspective with those who work with him/her.
Communication 360 Assessments where we benchmark the leader's perspective with those who work with him/her.
5. **Market Research Surveys** where we can measure the market impact of decisions before they are made. We also look at market potential for new programs, processes and products and services.

Charges for Survey Services

Most surveys are priced on an individual case basis. The work includes developing the survey purpose, creating a survey instrument, determining the best way to collect the data (administering the survey) and analyzing the results. In addition, the charges depend upon how the gathered information is presented (on-site presentation or conference call) and in what format (report, power point, etc.).

Hourly Rates for 874-1 Services on Projects Less than 12 Months

CONSULTANT LEVEL	EDUCATION	YRS OF EXPERIENCE	RATE
President/Principal	MBA/MS/MP	10	\$281
Sr. Consultant	MBA/MS/MP	5	\$191
Consultant	BA/BS/BBA	3	\$136
Administrative	BA/BS/BBA	0	\$ 41

Hourly Rates for 874-1 Survey Services on Projects Longer than 12 Months

CONSULTANT LEVEL	EDUCATION	YRS OF EXPERIENCE	RATE
President/Principal	MBA/MS/MP	10	\$241
Sr. Consultant	MBA/MS/MP	5	\$163
Consultant	BA/BS/BBA	3	\$117
Administrative	BA/BS/BBA	0	\$ 35

Education Category Descriptions

Degree	Degree & Experience & Education Substitutions	Related Certification Substitutions
	In general, where it is not stated, the following experience table may be substituted for not having the required degree, unless otherwise specified in the job description.	
Associate's	2 years of relevant experience	Trade/Vocational School or Technical Training or Military Training in a relevant field.
Bachelor's	Associates + 4 years of relevant experience 6 years of relevant experience	Professional or Industry Standard Technical Certification in a relevant field.
Master's	Bachelor's degree + 4 years of relevant experience Associate's degree + 8 years of relevant experience 10 years of relevant experience	Professional License in relevant field.
Doctorate	Master's degree + 4 years of relevant experience Bachelor's degree + 8 years of relevant experience 14 years of relevant experience	

Labor Category Descriptions

Labor Category	Minimum Experience	Minimum Education	Functional Responsibilities
President/Principal	General Experience: Has at least 10 years work experience and is certified to facilitate the training programs offered by the company. Has experience in providing feedback to new trainers.	Master's degree in Business Administration, Public Administration, or a Master's degree in Business, Psychology or Sociology.	Provide unique, highly specialized expertise, guidance and support for leaders across all levels in an organization. May provide high-level support for consulting, training and coaching on

Labor Category	Minimum Experience	Minimum Education	Functional Responsibilities
	Specialized Experience: Is Master Certified in at least two training programs offered by the company. Has presented and trained the programs at least 10 times each.		communications, leadership, employee engagement and accountability issues. Able to help with culture assessments, strategic and business planning along with developing individual development programs for all individuals within an organization. Develops new training programs, research projects along with learning objectives and instructional design concepts.
Sr. Consultant	General Experience: Has at least 5 years work experience and is certified to facilitate at least one training programs offered by the company. Specialized Experience: Is Certified in at least one training programs offered by the company. Has presented and trained the programs at least 5 times each.	Master's degree in Business Administration, Public Administration, or a Master's degree in Business, Psychology or Sociology, or communications, or the equivalent work experience.	Provide unique, highly specialized expertise, guidance and support for employees across most levels in an organization. May provide high-level support for consulting, training and coaching on communications, leadership, employee engagement and accountability issues. Able to help with culture assessments, strategic and business planning along with developing individual development programs for all individuals within an organization. Develops new training programs, research projects along with learning objectives and instructional design concepts.
Consultant	General Experience: Has at least 3 years work experience and is working to certify to facilitate at least one training program offered by the company. Specialized Experience: Is working to certify in at least one training program offered by the company. Has made presentations to	Bachelor's degree in business, social science or communications.	Provide general guidance and support for employees across most levels in an organization. Consulting and training skills focus on entry-level supervisors and individual contributors. May provide support for consulting, training and coaching on

Labor Category	Minimum Experience	Minimum Education	Functional Responsibilities
	large groups.		communications, leadership, employee engagement and accountability issues. Is part of the team that helps with culture assessments, strategic and business planning along with developing individual development programs for individuals within an organization.
Administrative	<p>General Experience: Proven ability to competently perform office tasks.</p> <p>Specialized Experience: Has a working knowledge of Microsoft Office: Word, Excel, Outlook and PowerPoint. Ability to produce a wide range of documents, from simple to complex formats, in support of company projects. Representative examples include creating, editing, and reformatting reports requiring functions such as those required to generate tables of content, statistical data with multiple columns, technical directives correspondence, and lists of exhibits; using database or spreadsheet software to enter, revise, sort, or calculate, and retrieve data for standard reports.</p>	High school graduate is expected with no minimum level of work experience. Some college experience desired but not mandatory.	Provide office automation support and perform procedural and substantive clerical work for the organization. May transmit, receive, and acknowledge various information such as electronic mail, messages, and time and attendance information. Ensure proper clearance if required, and prints hard copies or routes to other terminals as necessary. Responsible for correct grammar, spelling, capitalization, punctuation, and terminology used in the office. May perform one or more of the typical following duties: Receive visitors and telephone calls; refer to proper person or furnish information requested. Obtain, compile, and summarize statistical data. Compose routine correspondence; prepare simple charts, graphs, tables, or other similar material.

Services Contract Act (SCA) statement and Matrix

The Service Contract Act (SCA) is applicable to this contract and it includes a SCA applicable labor category. The price for the cited SCA labor category is based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The price offered is based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA Matrix:

Labor Category	Labor Classification	Department of Labor WD Number
Administrative	01020 Administrative Assistant	2005-2247

**SIN 874-4 Training Services: Instructor Led Training,
Web Based Training and Education Courses, Course
Development and Test Administration, Learning
Management, Internships – Outline of Key Programs
(For more detail on these training programs see next section)**

Communications

Crucial Conversations® by VitalSmarts – Building communication skills for when stakes are high.

Crucial Accountability® (formerly *Crucial Confrontations™*) by VitalSmarts – Skills for resolving broken promises, violated expectations and bad behavior.

Customer Service Training – a course that teaches skills designed to improve customer interactions when the customers are either internal to the organization or external to the organization.

Leadership and Accountability

Crucial Accountability® (formerly *Crucial Confrontations™*) by VitalSmarts – Skills for resolving broken promises, violated expectations and bad behavior.

Leadership & Team Vitality – Skills for building leadership competencies for front-line supervisors, managers and senior leaders.

Team Building – A program with a process oriented approach to developing great leaders who learn how to build trust and influence with team members.

Train-the-Trainer Programs

Trainer Certification is the fastest, easiest and most convenient way to become certified to teach these courses inside your organization. Each two-day course is designed to teach the internal trainer how to teach the training concepts and skills within an organization. We designed the program to be conducted back-to-back to maximize learning and make the best use of your time. **In order to attend the train-the-trainer program, the participant must first take the program from a VitalSmarts Master Certified Trainer.**

Current Training Programs utilizing Train-the-Trainer:

- Crucial Conversations® Training by VitalSmarts
- Crucial Accountability® (formerly *Crucial Confrontations™*) Training by VitalSmarts

SIN 874-4 Training Services – Details of Key Programs

Communications

Crucial Conversations® by VitalSmarts – Crucial Conversations® training infuses 14 hours of classroom time with more than 120 original video clips of “before and after” situations. Enjoy video-based instruction from the authors of Crucial Conversations: Tools for Talking When Stakes are High. Engage in extensive in- class practice, group participation and personal reflection as you explore and master these crucial skills.

Topics Covered:

1. Get Unstuck: Spot the conversations that are keeping you from what you want.
2. Start with Heart: Stay focused on what you really want and maintain dialogue.
3. Master My Stories: Stay in dialogue when you’re angry, scared or hurt – “think” your way to the root cause of negative emotions.
4. STATE My Path: Speak persuasively, not abrasively.
5. Learn to Look: Spot the warning signs that indicate safety is at risk.
6. Make It Safe: Talk about almost anything – without silence and violence.
7. Explore Others’ Paths: Use exploring skills to make it safe for others to communicate.
8. Move to Action: Put Crucial Conversations principles and skills together. Move from healthy dialogue to taking action and achieving results.

Crucial Accountability® (Formerly Crucial Confrontations™) by VitalSmarts – Crucial Accountability training infuses 14 hours of classroom time with more than 120 original video clips of “before and after” situations. Learn to hold anyone accountable – at any level in the organization or your personal life. Confront the gaps in your life by stepping up to unresolved issues – those you face every day or the ones you’ve avoided for years. Crucial Accountability® training will help you constructively manage conflict and achieve results, improve relationships and achieve breakthroughs in personal, team and organizational performance.

Topics Covered:

1. Introduction: What to do before a Crucial Confrontation.
2. Start with Heart: Stay focused on what you really want and maintain dialogue.
3. Master My Stories: How to get your head right before opening your mouth.
4. Describe the Gap: How to start a Crucial Confrontation.
5. Diagnose: Use the six source model to determine underlying causes of the gap.
6. Make It Easy: How to make commitments (almost) painless.
7. Make It Motivating: How to help others want to take action.
8. Move to Action: Put Crucial Accountability principles and skills together. Move from healthy dialogue to taking action and closing performance gaps.

Customer Service Training – This Two-day course teaches a set of skills designed to improve customer interactions. In simplest terms, it outlines what it takes to partner with customers and improve both interpersonal and organizational effectiveness.

Want to improve your internal and external customer service? Want to create a culture of exceptional service? Could your teams be energized with a dose of practical and relevant skills and tools to help them serve customers well? As people gain greater access to information and skills that facilitate true partnership with customers, your organization becomes more effective and a more enjoyable place to work.

Topics covered:

1. Creating a Healthy Partnership: Understanding that customer service is a two-way street.
2. Clarifying Our Customer Vision: What is our customer service mission?
3. Examining Best Practices: How to expand our customer service vision.
4. Gathering Data: How to learn what our customers really want.
5. Managing Expectations: How to jointly create clear and reasonable expectations.
6. Identifying and Removing Barriers: How to get to the root of our customer service problems.
7. Solving Problems Proactively: How to find a solution to the toughest of problems.
8. Improving Communications: How to explain complex procedures, clarify complicated processes and give clear directions.
9. Sharpening Our Listening Skills: How to understand our customers' point of view.
10. Establishing Common Courtesy: How to create a user-friendly environment.
11. Handling Emotionally Charged Situations: How to maintain respect even when a customer gets angry.

Leadership and Accountability

Crucial Accountability® (Formerly Crucial Confrontations™) by VitalSmarts – Crucial Accountability training infuses 14 hours of classroom time with more than 120 original video clips of “before and after” situations. Learn to hold anyone accountable – at any level in the organization or your personal life. Confront the gaps in your life by stepping up to unresolved issues – those you face every day or the ones you’ve avoided for years. Crucial Accountability® training will help you constructively manage conflict and achieve results, improve relationships and achieve breakthroughs in personal, team and organizational performance.

Topics Covered:

1. Introduction: What to do before a Crucial Confrontation.
2. Start with Heart: Stay focused on what you really want and maintain dialogue.
3. Master My Stories: How to get your head right before opening your mouth.
4. Describe the Gap: How to start a Crucial Confrontation.
5. Diagnose: Use the six source model to determine underlying causes of the gap.
6. Make It Easy: How to make commitments (almost) painless.
7. Make It Motivating: How to help others want to take action.
8. Move to Action: Put Crucial Accountability principles and skills together. Move from healthy dialogue to taking action and closing performance gaps.

Leadership & Team Vitality – a course designed to prepare leaders to help their organizations become and remain vital using four specific skills:

1. Praising
2. Coaching
3. Communicating
4. Modeling

Topics Covered:

1. What are the few significant skills that make a difference between the good and the best leaders?
2. Why are some leaders able to get results and keep morale and job satisfaction high?
3. Research shows clearly that the most significant driver of job satisfaction is one’s relationship with his or her immediate supervisor.

Based on years of research, we have developed and tested this course to build leadership skills. Learn how to identify opportunities for helping your organization become more vital by answering:

1. What results do we honestly have, and why?
2. What do we want/need in terms of outcomes and behaviors?
3. How can I influence the behaviors that will get us the results we need?

Team Building Training – The focus of this 2-day course is to show how working together as a team improves the quality of your work and your work life. This training helps employees feel engaged, involved, and have more open, honest two-way communications. Team Building improves teams' abilities to set goals, reduce barriers, embrace change, take appropriate initiative, hold others accountable, make decisions, come up with creative ideas and improve team meetings.

Topics covered:

1. Teamwork: How to improve our work and our work life together.
2. Meeting Stakeholder Expectations: How to clarify and accomplish our work.
3. Reducing Barriers: How to turn obstacles into opportunities.
4. Improving Processes: How to manage our work more efficiently.
5. Embracing Change: How to NOT keep doing what we're doing.
6. Making and Using Ground Rules: How to act and interact as a team.
7. Increasing Our Accountability: How to improve our commitment to team ground rules.
8. Acting in Empowered Ways: How to increase our own empowerment.
9. Taking Appropriate Initiative: How to do our work and make proposals.
10. Being Creative Together: How to get out of mental ruts.
11. Making Decisions Together: How and when to make the decisions we can.
12. Creating Awful Meetings: And how to fix them.

Train-the-Trainer Programs

Trainer certification is the fastest, easiest and most convenient way to become certified to teach these courses inside your organization. Each two-day course is designed to teach the internal trainer how to teach the training concepts and skills within an organization. We designed the program to be conducted back-to-back to maximize learning and make the best use of your time. **In order to attend the train-the-trainer program, the participant must first take the program from a VitalSmarts Master Certified Trainer.**

Topics Covered:

1. Nuances in training the specific program.
2. Review of all course content.
3. How to use stories to emphasize training principles.
4. Real-time presenting of one concept with immediate feedback.

Current Training Programs utilizing Train-the-Trainer:

- Crucial Conversations® Training by VitalSmarts
- Crucial Accountability® Training by VitalSmarts

Training Programs Price List

Crucial Conversations® Training by VitalSmarts	Up to 25 people; 2 days
Senior Contributing Author	\$41,062.50
Associate Author	\$32,062.50
Lead Master Trainer	\$15,862.50
Certified Master Trainer	\$13,162.50
Crucial Accountability Training® by VitalSmarts	Up to 25 people; 2 days
Senior Contributing Author	\$41,062.50
Associate Author	\$32,062.50
Lead Master Trainer	\$15,862.50
Certified Master Trainer	\$13,162.50
Customer Service Training	Up to 25 people; 2 days
Lead Master Trainer	\$14,400.00
Certified Master Trainer	\$11,700.00
Master Trainer	\$9,000.00
Leadership & Team Vitality Training	Up to 25 people; 1 day
Lead Master Trainer	\$8,775.00
Certified Master Trainer	\$7,425.00
Master Trainer	\$6,075.00
Team Building Training	Up to 25 people; 2 days
Lead Master Trainer	\$14,400.00
Certified Master Trainer	\$11,700.00
Master Trainer	\$9,000.00

Train-The-Trainer Training	
Crucial Conversations Training® by VitalSmarts Crucial Accountability Training® by VitalSmarts	Up to 10 people; 2 days
Lead Master Trainer	\$18,450.00
Certified Master Trainer	\$15,750.00

Labor Category Descriptions

Labor Category	Category Qualifications
Senior Contributing Author	The most expensive options - designed for senior executives is the Senior Contributing Author of the books <i>Crucial Conversations</i> or <i>Crucial Accountability</i> . The Senior Contributing Author has professional credentials that justify billable rates in excess of the market rate. Their knowledge of the research supporting their writing, their experience in working with senior executive teams and their mastery of materials will be a reason a client will choose a Senior Author as their trainer. The Senior Contributing Authors work for VitalSmarts.
Associate Author	The Associate Author - of the books <i>Crucial Conversations</i> and <i>Crucial Accountability</i> - have professional credentials that justify billable rates in excess of \$15,000 per day. Their knowledge of the research supporting their writing, their experience in working with senior executive teams and their mastery of the materials will be a reason a client will choose an Associate Author as their trainer. The difference between the Associate Author and the Senior Contributing Author is that the Senior Contributing Author has more professional writing experience. The Associate Authors all work for VitalSmarts.
Lead Master Trainer	The Lead Master Trainer has taught the training program over 100 times and has mastered the training programs. As a seasoned professional, he/she has the research knowledge that will help link the training programs to other business activities so there is a greater value from the training.
Certified Master Trainer	<p>These individuals have trained in all the programs extensively. They have also fulfilled the requirements for certification:</p> <ol style="list-style-type: none"> 1. Been observed training by an Author or the Lead Master Trainer and passed their evaluation 2. Received high evaluations from those who attended his/her training. 3. Passed an in-person interview with the Lead Master Trainer. <p>Their experience with the materials and the topics covered make them excellent presenters.</p>
Master Trainer	A Master Trainer is one who has met requirements in a specialized program or consulting area. Master Trainers have excellent training skills, but have not yet mastered the training programs offered.

SIN 874-7 Integrated Business Program Support Services

The senior leadership team at Insight Management Consulting has the knowledge, skills and ability coupled with a combined 60 years of experience in project management. This experience spans research, long-term strategic planning and long-term change management initiatives. We have worked with simple implementations of new programs and initiatives to highly complex and integrated organizational changes.

For large initiatives, Insight Management Consulting has a network of associates with specialized expertise. This allows Insight Management Consulting to manage large complexities of a project while providing detailed technical expertise.

Each project is bid separately based upon organizational requirements.

Hourly Rates for 874-7 Services on Projects Less than 12 Months

CONSULTANT LEVEL	EDUCATION	YRS OF EXPERIENCE	RATE
President/Principal	MBA/MS/MP	10	\$281
Sr. Consultant	MBA/MS/MP	5	\$191
Consultant	BA/BS/BBA	3	\$136
Administrative	BA/BS/BBA	0	\$ 41

Hourly Rates for 874-7 Services on Projects Longer than 12 Months

CONSULTANT LEVEL	EDUCATION	YRS OF EXPERIENCE	RATE
President/Principal	MBA/MS/MP	10	\$241
Sr. Consultant	MBA/MS/MP	5	\$163
Consultant	BA/BS/BBA	3	\$117
Administrative	BA/BS/BBA	0	\$ 35

Education Category Descriptions

Degree	Degree & Experience & Education Substitutions	Related Certification Substitutions
	In general, where it is not stated, the following experience table may be substituted for not having the required degree, unless otherwise specified in the job description.	
Associate's	2 years of relevant experience	Trade/Vocational School or Technical Training or Military Training in a relevant field.
Bachelor's	Associates + 4 years of relevant experience 6 years of relevant experience	Professional or Industry Standard Technical Certification in a relevant field.
Master's	Bachelor's degree + 4 years of relevant experience Associate's degree + 8 years of relevant experience 10 years of relevant experience	Professional License in relevant field.

Doctorate	Master's degree + 4 years of relevant experience Bachelor's degree + 8 years of relevant experience 14 years of relevant experience	
-----------	---	--

Labor Category Descriptions

Labor Category	Minimum Experience	Minimum Education	Functional Responsibilities
President/Principal	<p>General Experience: Has at least 10 years work experience and is certified to facilitate the training programs offered by the company. Has experience in providing feedback to new trainers.</p> <p>Specialized Experience: Is Master Certified in at least two training programs offered by the company. Has presented and trained the programs at least 10 times each.</p>	Master's degree in Business Administration, Public Administration, or a Master's degree in Business, Psychology or Sociology.	<p>Provide unique, highly specialized expertise, guidance and support for leaders across all levels in an organization. May provide high-level support for consulting, training and coaching on communications, leadership, employee engagement and accountability issues.</p> <p>Able to help with culture assessments, strategic and business planning along with developing individual development programs for all individuals within an organization.</p> <p>Develops new training programs, research projects along with learning objectives and instructional design concepts.</p>
Sr. Consultant	<p>General Experience: Has at least 5 years work experience and is certified to facilitate at least one training programs offered by the company.</p> <p>Specialized Experience: Is Certified in at least one training programs offered by the company. Has presented and trained the programs at least 5 times each.</p>	Master's degree in Business Administration, Public Administration, or a Master's degree in Business, Psychology or Sociology, or communications, or the equivalent work experience.	<p>Provide unique, highly specialized expertise, guidance and support for employees across most levels in an organization. May provide high-level support for consulting, training and coaching on communications, leadership, employee engagement and accountability issues. Able to help with culture assessments, strategic and business planning along with developing individual development programs for all individuals within an organization.</p>

Labor Category	Minimum Experience	Minimum Education	Functional Responsibilities
			Develops new training programs, research projects along with learning objectives and instructional design concepts.
Consultant	<p>General Experience: Has at least 3 years work experience and is working to certify to facilitate at least one training program offered by the company.</p> <p>Specialized Experience: Is working to certify in at least one training program offered by the company. Has made presentations to large groups.</p>	Bachelor's degree in business, social science or communications.	<p>Provide general guidance and support for employees across most levels in an organization. Consulting and training skills focus on entry-level supervisors and individual contributors.</p> <p>May provide support for consulting, training and coaching on communications, leadership, employee engagement and accountability issues. Is part of the team that helps with culture assessments, strategic and business planning along with developing individual development programs for individuals within an organization.</p>
Administrative	<p>General Experience: Proven ability to competently perform office tasks.</p> <p>Specialized Experience: Has a working knowledge of Microsoft Office: Word, Excel, Outlook and PowerPoint. Ability to produce a wide range of documents, from simple to complex formats, in support of company projects. Representative examples include creating, editing, and reformatting reports requiring functions such as those required to generate tables of content, statistical data with multiple columns, technical directives correspondence, and lists of exhibits; using database or spreadsheet software to enter, revise, sort, or</p>	High school graduate is expected with no minimum level of work experience. Some college experience desired but not mandatory.	<p>Provide office automation support and perform procedural and substantive clerical work for the organization. May transmit, receive, and acknowledge various information such as electronic mail, messages, and time and attendance information. Ensure proper clearance if required, and prints hard copies or routes to other terminals as necessary. Responsible for correct grammar, spelling, capitalization, punctuation, and terminology used in the office. May perform one or more of the typical following duties: Receive visitors and telephone calls; refer to proper person or furnish information requested.</p> <p>Obtain, compile, and</p>

Labor Category	Minimum Experience	Minimum Education	Functional Responsibilities
	calculate, and retrieve data for standard reports.		summarize statistical data. Compose routine correspondence; prepare simple charts, graphs, tables, or other similar material.

Services Contract Act (SCA) statement and Matrix

The Service Contract Act (SCA) is applicable to this contract and it includes a SCA applicable labor category. The price for the cited SCA labor category is based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The price offered is based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA Matrix:

Labor Category	Labor Classification	Department of Labor WD Number
Administrative	01020 Administrative Assistant	2005-2247

Client List

Some of our clients who have benefited from Insight Management Consulting training programs:

Government(s):

- BIA
- DHS
- Department of Education
- Department of State
- Department of Veterans Affairs
- DOD -Air Force, Army, Navy, Marines & Coast Guard
- FDA
- HUD
- Missile Defense
- NASA
- USDA
- Voice of America/IBB

Private Sector:

- BEK Communications
- Burlington
- Burlington Northern Pacific
- Centocor Pharmaceuticals
- Cuna Mutual Insurance
- Delta Dental of Kansas
- Endo Pharmaceuticals
- E. Ritter & Company (Agriculture and Telecom)
- Exxon
- Foundation Coal
- Hyundai
- IBM
- JM Family Enterprises (Automobile Industry)
- Kerr-McGee
- Maimonides Medical Center
- McCormick & Company
- Norfolk Southern Railroad
- Xerox

Associations

- NTCA
- US Chamber of Commerce Leadership Institute
- NASW
- FEW
- WIG

BIS Contracting Procedure

1. Federal Agency identifies Professional Services Schedule-related needs.
2. Agency staff prepares statement of work.
3. Agency procurement office reviews vendor price lists and requests price quotes from three Professional Services Schedule vendors for the statement of work.
4. Insight Management Consulting responds on the basis of its Professional Services Schedule contract.
5. Agency procurement office reviews quotes received and prepares justification if placing an order for other than lowest price. Professional Services Schedule award is made upon the “best value” to the Government Agency.
6. Agency staff submits to procurement office justification or recommendation for vendor, funding document and statement of work.
7. Agency procurement office awards a firm-fixed price delivery order or labor task order.
8. Insight Management Consulting begins work.

Terms & Conditions

Prompt Payment Discount: None

Minimum order: \$100

Maximum order: \$ 1,000,000

FOB Point: Destination

Contract Type: Firm-fixed price, labor hour, time and material

Government Credit Cards: Insight Management Consulting accepts the Government Credit Card. No additional discounts are offered for payment by Government commercial credit card.

Geographic Coverage: Unrestricted

Time of Delivery: To be negotiated

Expected Delivery: To be negotiated

Urgent Delivery: To be negotiated

Contract Information

Contract Number: GS-10F-0220R

DUNS Number: 626683184

Special Item Numbers Offered:

874-1, 874-1RC Integrated Consulting Services

874-4, 874-4RC Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships

874-7, 874-7RC Integrated Business Program Support Services

Duration: Mar 1, 2020

Business Size: Small Business

Paul McMurray **President & Owner**



Paul has an extensive background in consulting, speaking, and presenting. Paul has consulted and trained clients throughout the US and in the following industries: Telecommunications, Agriculture, Automobile, Medical, Federal & State Government and Non-profit Associations, Military, Mining, and Financial Services. He has also worked with employees at all levels. He has been involved in many corporate change initiatives helping organizations (and individuals) make the needed changes to be successful. Paul also partners with Scantron Corporation helping its clients with research on employee and customer attitudes. Paul also has strong analytical skills around survey research and analysis.

Paul studied and taught economics while in a Ph.D. program at Penn State University and also taught at Monroe Community College in Rochester, NY. While in Rochester, NY, Paul spent seven years working for Rochester Telephone. He served as a corporate economist and forecaster, testified in rate case proceedings and also spent time in the business research & development, and marketing departments.

In 1993, Paul moved from Rochester NY to Maryland where he began an 11 year career with the telecommunications consulting firm John Staurulakis, Inc.(JSI). While at JSI, Paul was a member of the senior leadership team and directed the Management Services Department which focused on all client management and leadership initiatives.

Beginning in January 2004, Paul left JSI to devote all his energies to Insight Management Consulting focusing more on the employee aspects of business and less on economic and financial aspects of business.

He is a member of the National Speakers Association and regularly gives speeches on Communication and Leadership topics. He is slated as the keynote speaker for a national association's regional meetings this summer. Paul is also on the faculty of the US Chamber of Commerce's Institute of Organizational Management where he teaches courses on embracing change in organizations.

He holds two undergraduate degrees, one in English and the other in Economics. He also holds a graduate degree in Economics. All degrees are from the University of Utah. He also has a Certificate in Executive Coaching from Georgetown's Center for Professional Development.

For Contract Ordering/Billing Information:

Paul McMurray
President & Owner
Insight Management Consulting
1855 Kings Place, Suite 1
Crofton, MD 21114
paul@findinsight.com
(410) 451-2366

Payment Address:
Insight Management Consulting
1855 Kings Place, Suite 1
Crofton, MD 21114